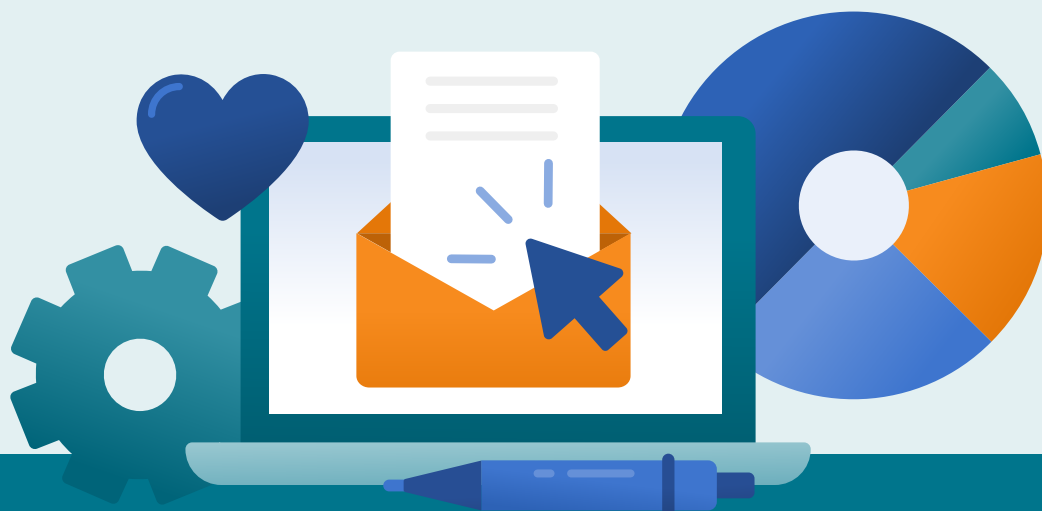


# Email Marketing in Libraries: Key Statistics Revealed



Finding metrics based on library email marketing data can be tough. Libraries send millions of emails each month through LibraryAware. We're sharing our data to help libraries set better benchmarks.<sup>1</sup>

Average open rate

44.47%



Average click to open rate<sup>2</sup>

2.38%



14.21%

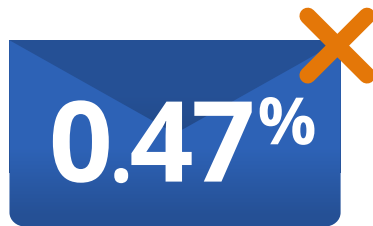


Average growth rate of email lists

Average bounce rate<sup>3</sup>

0.40%

0.47%



Average unsubscribe rate

## Tips for improving open rates:



Make your "From" from an actual person or team.

*For example, "Amy at the Oak Library" or "The Library Children's Department"*



Write short, engaging subject lines of 4-7 words which communicate urgency or generate curiosity.



Only send emails to those who have signed up for them.

## Tips for improving click-to-open rates:



Write interesting emails with clear and engaging copy! Make it a pleasure to read your emails.



Provide something enticing to click on with your email. Include content that your community of readers cares about.



Make your Call To Action buttons fun to click on! Lean on emotion, humor, or validation.

Want to learn everything you need to make sure your library email marketing is effective?



Take the course "*Email Marketing for Non-Marketers*" available exclusively to Learn with NovelList subscription members.

Learn more about the subscription: <https://m.ebsco.is/email>

 LibraryAware

Data derived from LibraryAware customers worldwide between July 1, 2023, and June 30, 2024.

1: Based on library emails sent through LibraryAware from July 1, 2023 to June 30, 2024.

2: Click to open, or CTOR, is the percentage of recipients who opened the email and clicked on any link inside of the email.

3: Bounce rate is the percentage of emails that cannot reach the intended recipient and, therefore, are not delivered.